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## GUEST EDITORIAL PREFACE

# Special Issue from the 14th International Academic MindTrek Conference 2010,

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## IGI GLOBAL PROOF

Welcome to one of the special issues of the 14th International Academic MindTrek Conference 2010 held in Tampere, Finland from 6th-8th October 2010. The academic conference was organized as part of the annual 14th MindTrek event with yearly over 600 attendees. MindTrek is the prime Nordic digital media and business conference organized by the MindTrek Association in cooperation with national and regional partners (for further information see <http://www.mindtrek.org>).

The International Academic MindTrek Conference (see <http://www.academicmindtrek.org>) evolved tremendously during the recent years, and reaches worldwide over 100 cross-disciplinary researchers in the wider field of media. The event is held in-cooperation with ACM, especially SIGMM, and SIGCHI. The academic event is co-organized between three academic institutions in Tampere – Tampere University of Technology, Tampere Univer-

sity, and the Tampere University of Applied Sciences.

In the previous years, the major focus of the scientific conference was in the research of media in the ubiquitous era, and its thematic themes cover a wide range of topics such as digital games, ambient media, business & media management, social media, software tools, and open source. This special issue titled “Ambient and Social Media Business and Applications” especially focuses on ambient and social media. It gives insights into the latest developments of application in this area, and reviews current business trends. For the scope of this special issue, we collected the six best paper contributions submitted to MindTrek 2010. The submissions that are included within this special issue are from Australia, Finland, Portugal, and the United Kingdom.

This special issue includes the following papers:

- **Opportunities of Public Transport Experience Enhancements with Mobile Services and Urban Screens** (Marcus Foth, Ronald Schroeter, and Jimmy Ti) discusses how ubiquitous computation and public screens can enhance consumer experience in public transportation. It presents a pilot study exploring the possibilities to improve these types of service to increase social interaction and the experience for consumers relying on public transportation.
- **Designing Ambient Media: A Philosophical Viewpoint of Universal Design** (Moyen Mohammad Mustaquim) points to universal design as concept for user driven design of ambient media. He especially develops a framework that can be utilized especially for intelligent media environments.
- **Developing Client-Side Mashups: Experiences, Guidelines and Reference Architecture** (Arto Salminen, Tommi Mikkonen, Feetu Nyrhinen, and Antero Taivalsaari) presents a study including technical, legal, standardization, and consumer experience aspects of software mashup applications. It is a conclusive study resulting into the development of a reference architecture and giving clear conclusions for potential future developments of this field.
- **Social Media Use and Potential in Business-to-Business Companies' Innovation** (Hannu Kärkkäinen, Jari Jussila, and Jaani Väisäne) discuss the potentials of social media from a B2B perspective. The results of a survey conducted with 122 Finnish companies are presented, and conclude with the extensive potentials of applying social media in B2B cases.

While going through the total articles, we discovered a special red-line through almost all the articles: designing services and applications for consumer experience. Experience design and obtaining consumer feedback about the implemented services seems to be a current trend. Many methods have been applied: action research methods; Usefulness, Satisfaction, and Ease of Use (USE); user trail paired with statistical analysis and questionnaires; stage based user evaluation; and common questionnaires and interviews. For new service designers aiming at increasing consumer experience, we suggest to take a look into the presented ways how to conduct these studies.

We wish the reader a fascinating discovery of various aspects of current issues in ambient and social media. As this special thematic issue addresses a wide area of aspects in ambient and social media, it can be also viewed as starting point for further investigation of current topics in media. Each of the articles contributes to new developments from a consumer experience, technical, knowledge, business, or application perspective. The contribution of the articles and the impact on ambient media culture is discussed in the closing article, which represents an extended version of a preface for this special issue.

We especially would like to thank several contributors for their patience as well as for the quality of their contributions to this special issue. We also would like to acknowledge the work of several reviewers, which made this special issue possible, and contributed with their expertise to the quality of the article. We also would like to thank the MindTrek organizers for making the academic conference happen and the work that is included in organizing an event of this scale.

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*Artur Lugmayr describes himself as a creative thinker of future media environments, and his scientific work is situated between art and science. He has over 15 years experience in the wider field of digital media from a business, technological, and content creation perspective. His experience extends towards digital television, digital film making, virtual reality, media business information management, business consultancy, social media, ambient media, and creative media designs. His vision is to create innovative media experiences with emerging media platforms tagged with solid business models and processes. Starting from July 2009 he is full-professor for entertainment and media production management at the Department of Business Information Management and Logistics at the Tampere University of Technology (TUT) and founded the EMMi – Entertainment and Media Production Management Lab. He was the head and founder of the New Ambient MUltimedia (NAMU) research group at the Tampere University of Technology (TUT), Finland, which was part of the Finnish Academy Centre of Excellence of Signal Processing from 2006 to 2011. He is holding a Dr.-Techn. degree from the Tampere University of Technology (TUT), Finland, and is currently engaged in Dr.-Arts studies at the School of Motion Pictures, TV and Production Design (Aalto Univ.), Helsinki, Finland. He managed and coordinated numerous large scale scientific projects on national and international level; was guest scientist at several universities and/or hold guest lectures/talks (e.g., Harvard Medical School/USA, QUT/Australia, KTH/Sweden, UFAM/Brasil, Univ. of Neuchatel/Switzerland); chaired the ISO/IEC ad-hoc group "MPEG-21 in broadcasting"; won the NOKIA Award of 2003 with the text book Digital interactive TV and Metadata published by Springer-Verlag in 2004; representative of the Swan Lake Moving Image & Music Award; board member of MindTrek Association; EU project proposal reviewer; invited key-note speaker for several conferences; founder of the Ambient Media Association (AMEA); supervised over 30 thesis works; general chair of several conferences (e.g., EuroITV, Academic MindTrek); organized over 20 workshops (e.g., SAME workshop series); established several competitions situated between art and technology (e.g., Nokia Ubimedia MindTrek Award, EuroITV Grand Challenge); held over 10 scientific conference tutorials (e.g., ICME, EuroITV, uxTV, ACM Multimedia); is editorial board member of several journals and publishers (e.g., Springer-Verlag, SERSC Press, IGI, ACM Computers in Entertainment); acted as review/programme committee member of over 30 conferences; contributed numerous books, book chapters, and wrote over 50 scientific publications. He founded the production company LugYmedia Inc. and is in the process to establish new startup companies.*

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